

Including Comparison of Opinion Leaders with the Mainstream

San Pablo 2019 Year-end... Annual Community Survey

Prepared Expressly for...



January 2020

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An Institute for CONSENSUS BUILDING
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Research Design

Sample size: **N=300**
N= 42 Opinion Leaders

Population surveyed: **Community-at-large**

Sampling Error: **±4.5 to 5.8%**

Data Collection: **January 2 thru 9, 2020**



Figure 1
San Pablo Community Survey
December 2019

San Pablo is a great community... I am happy to be a resident

Question 1.1: San Pablo is a great community; I am happy to be a resident.

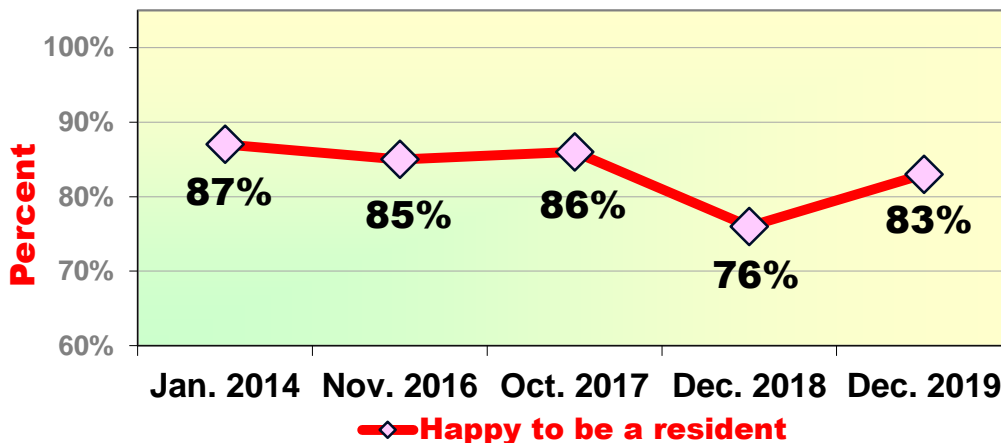
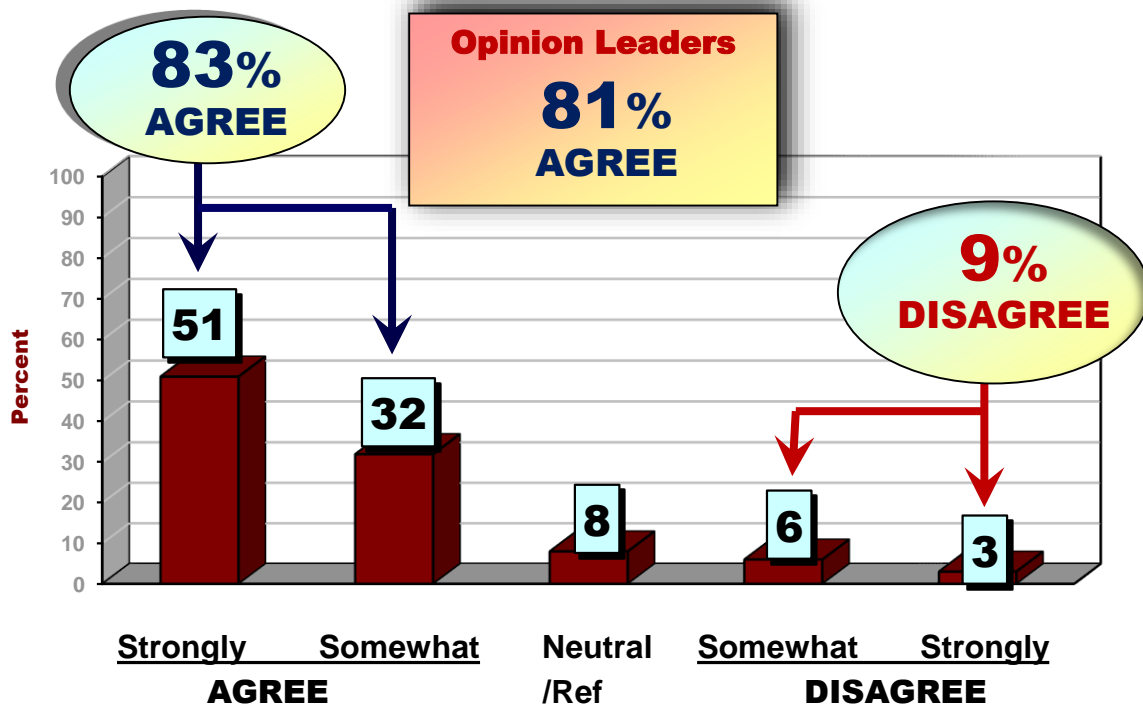
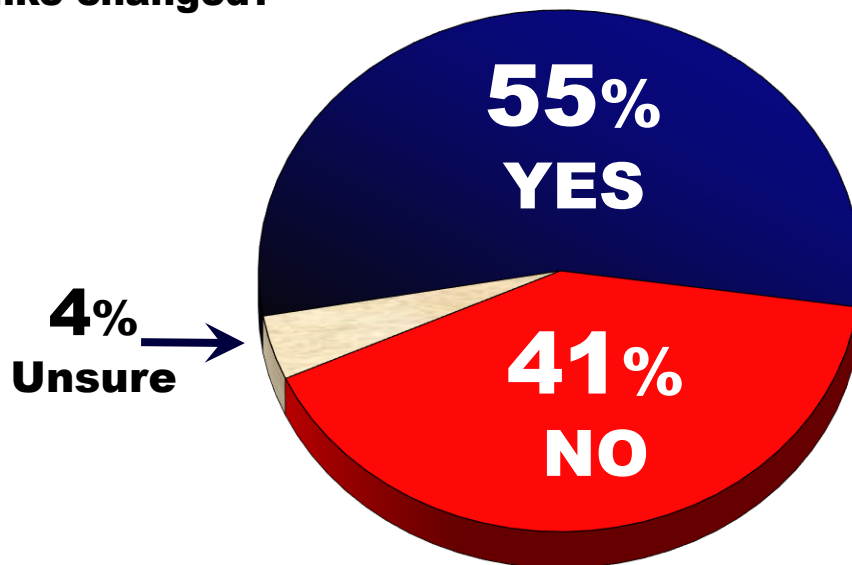


Figure 2
San Pablo Community Survey
December 2019

Desired Changes in the City of San Pablo

Question 2.0: Is there anything about the City of San Pablo that you would like changed?



Issues Would Like Changed

(Top 6, Rank-ordered)

Crime	16%
Homelessness	14%
Garbage (collection, trash on streets, etc.)	12%
Repair/maintenance streets & roads	12%
Economic development	6%
Affordable housing	5%

(Refer to Questionnaire for entire list)

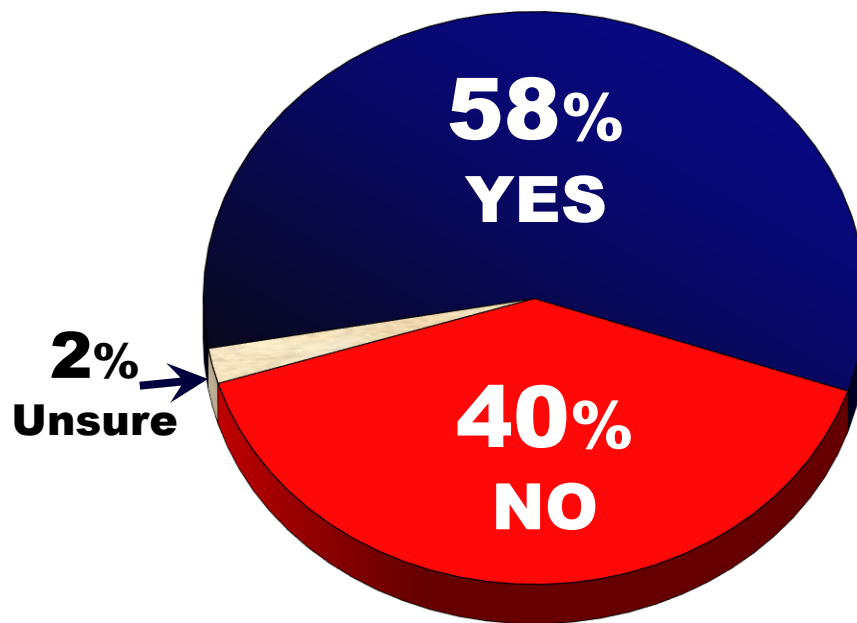


Figure 3
San Pablo Community Survey
December 2019

Local Issues of Concern

(**Front-end of Mind**)

Question 3.0: Is there a Local Issue, or more than one issue, you are especially concerned about as a resident of San Pablo?



Issues of concern

(Top 5, Rank-ordered)

Crime	25%
Homelessness	11%
Garbage (collection, trash on streets, etc.)	10%
Repair/maintenance streets and roads	9%
Affordable housing	6%

(Refer to Questionnaire for entire list)



Figure 4
San Pablo Community Survey
December 2019

Local Issues of Concern

(Core Values)

Question 4.0: I will read a list of local issues that may or may not be of concern to local residents. After I read each one, please tell me whether the issue is something that is of High concern, Some concern, or NO Concern at all to you.

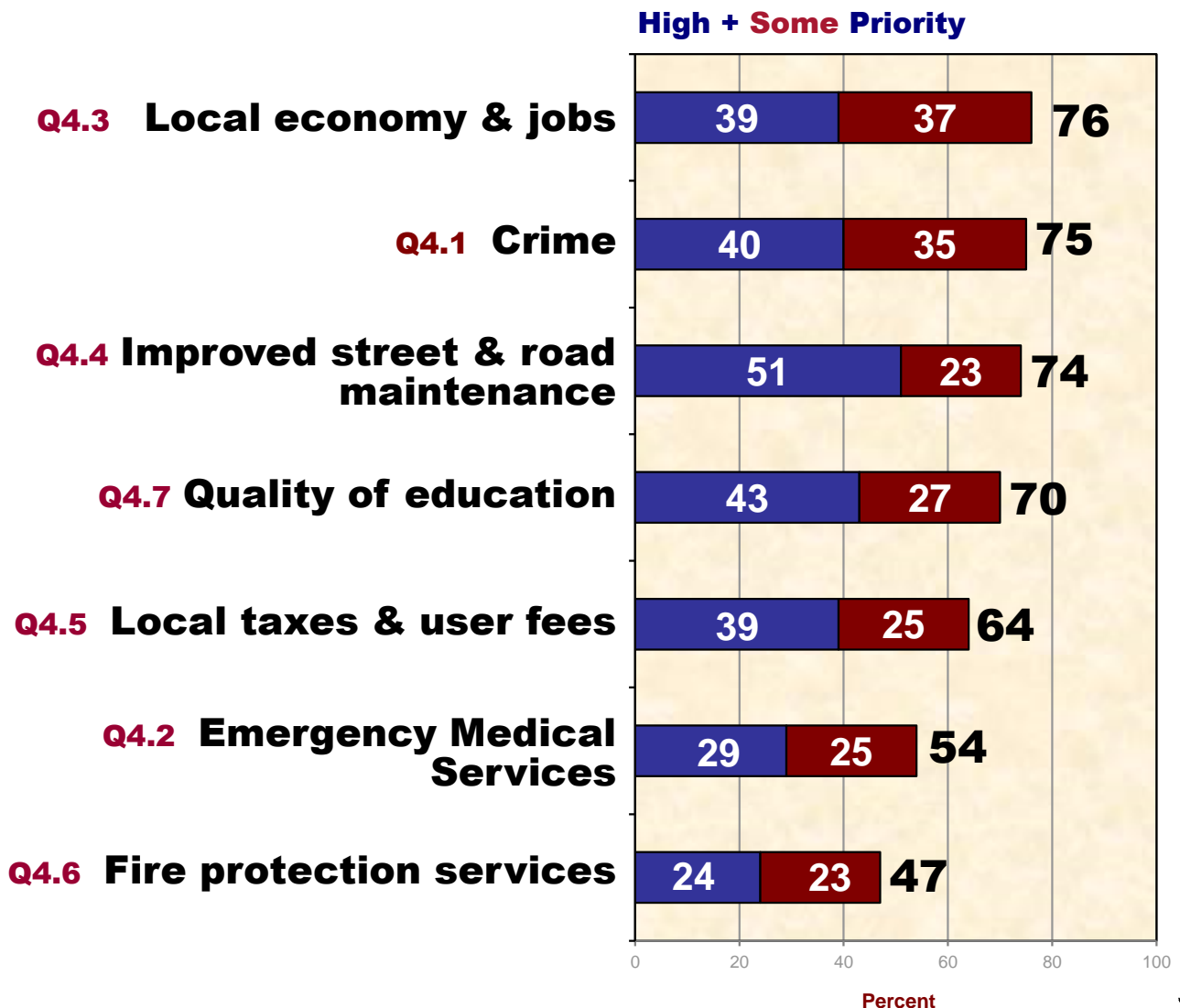


Figure 5A
San Pablo Community Survey
December 2019

Endeavors for 2021 Council Work Plan (Top 6 Rank-ordered)

Question 5.0: City Council will soon be developing an update to the Council Priority Work Plan for fiscal year 2020-21. They would like to have benefit of your input as they approach this important task. I will read a list of possible endeavors that are presently under consideration. Please tell me whether you see this as being a high priority, medium, low or NOT a priority at all.

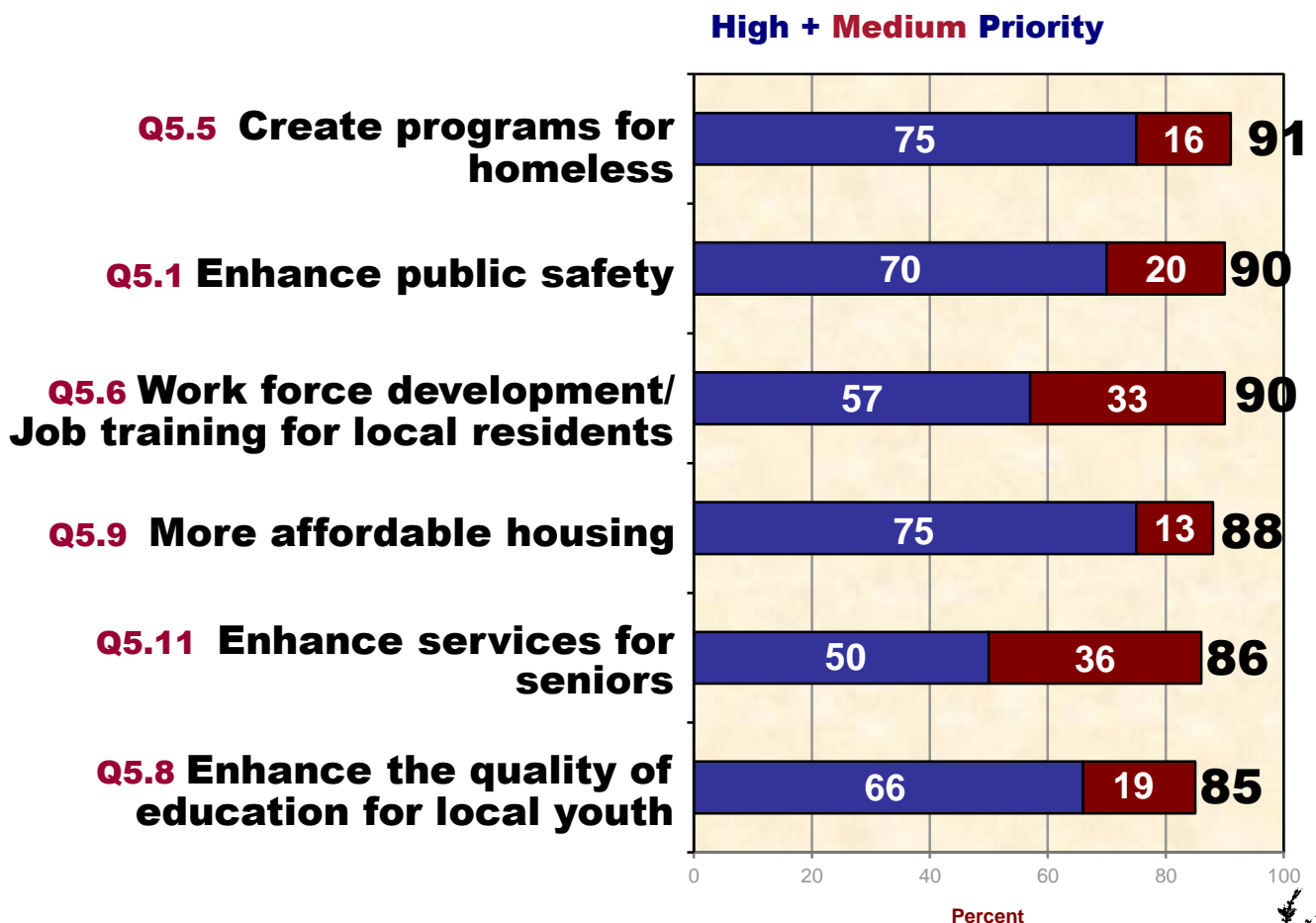


Figure 5B
San Pablo Community Survey
December 2019

Endeavors for 2021 Council Work Plan (Bottom 6 Rank-ordered)

Question 5.0: City Council will soon be developing an update to the Council Priority Work Plan for fiscal year 2020-21. They would like to have benefit of your input as they approach this important task. I will read a list of possible endeavors that are presently under consideration. Please tell me whether you see this as being a high priority, medium, low or NOT a priority at all.

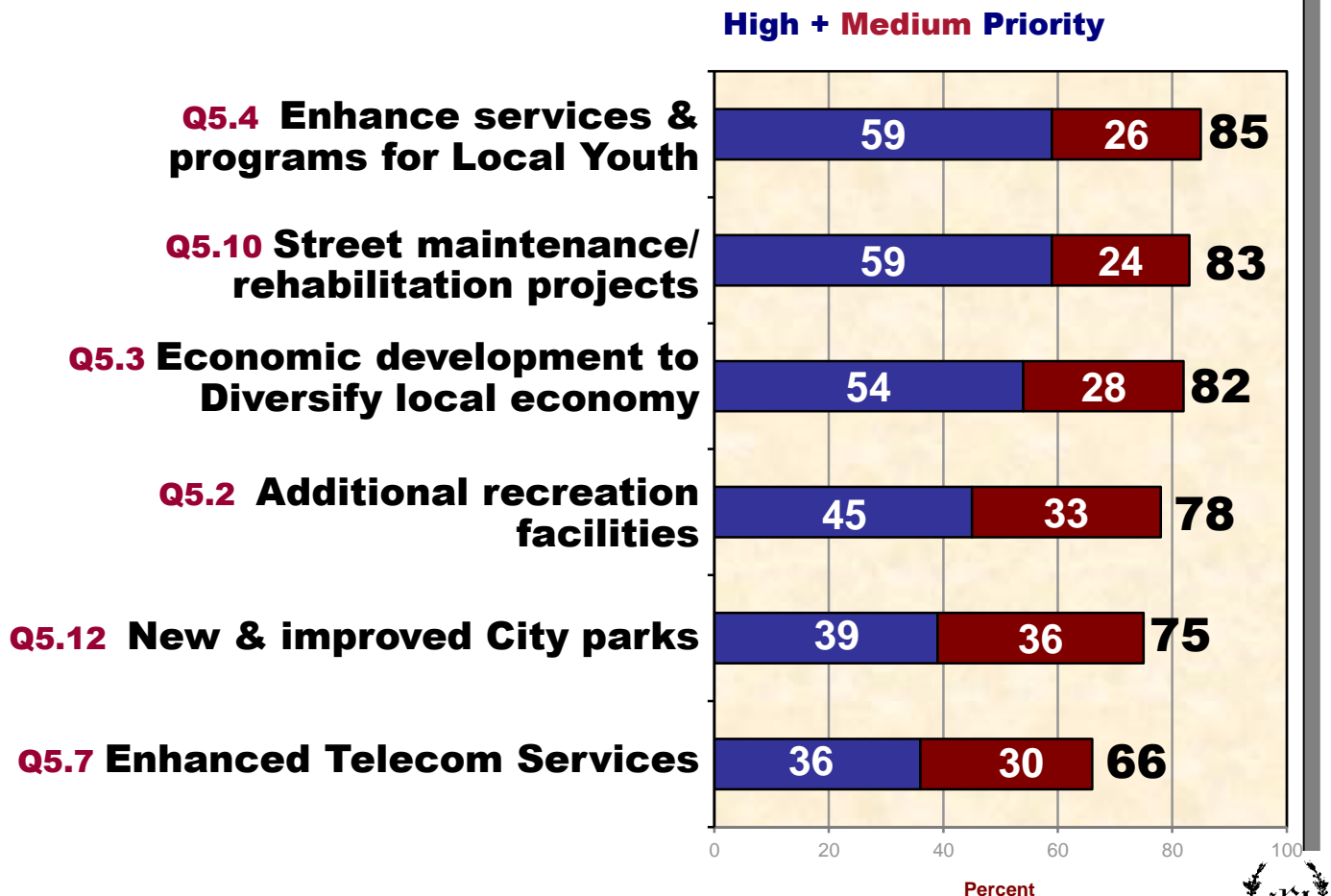
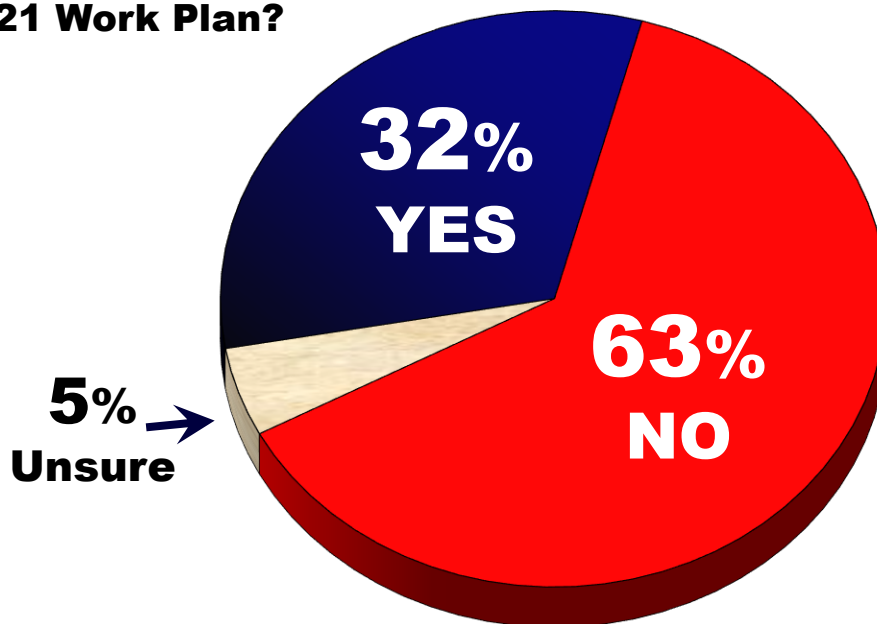


Figure 6
San Pablo Community Survey
December 2019

Additional Projects/Endeavors

Constituents would Like included in 2021 Work Plan

Question 6.0: Are there additional projects or endeavors that you think the new City Council should incorporate into its 2021 Work Plan?



Additional Projects

(Top 5, Rank-ordered)

Address homelessness	12%
22nd Street Deep Ravine	9%
(a deep ravine along 22 nd St. that a significant number of respondents said the City needs to address)	
Need hospital/healthcare	9%
Improve parks	8%
Address Crime	8%

(Refer to Questionnaire for entire list)



Figure 7
San Pablo Community Survey
December 2019

Satisfaction with... **City Services**

Question 7.0: As you know, the City provides many services to San Pablo residents, including City street and park maintenance, programs and services for local youth and seniors, public safety services (such as police services), and many more. On whole, how satisfied are you with the services presently being provided by and/or through the City?

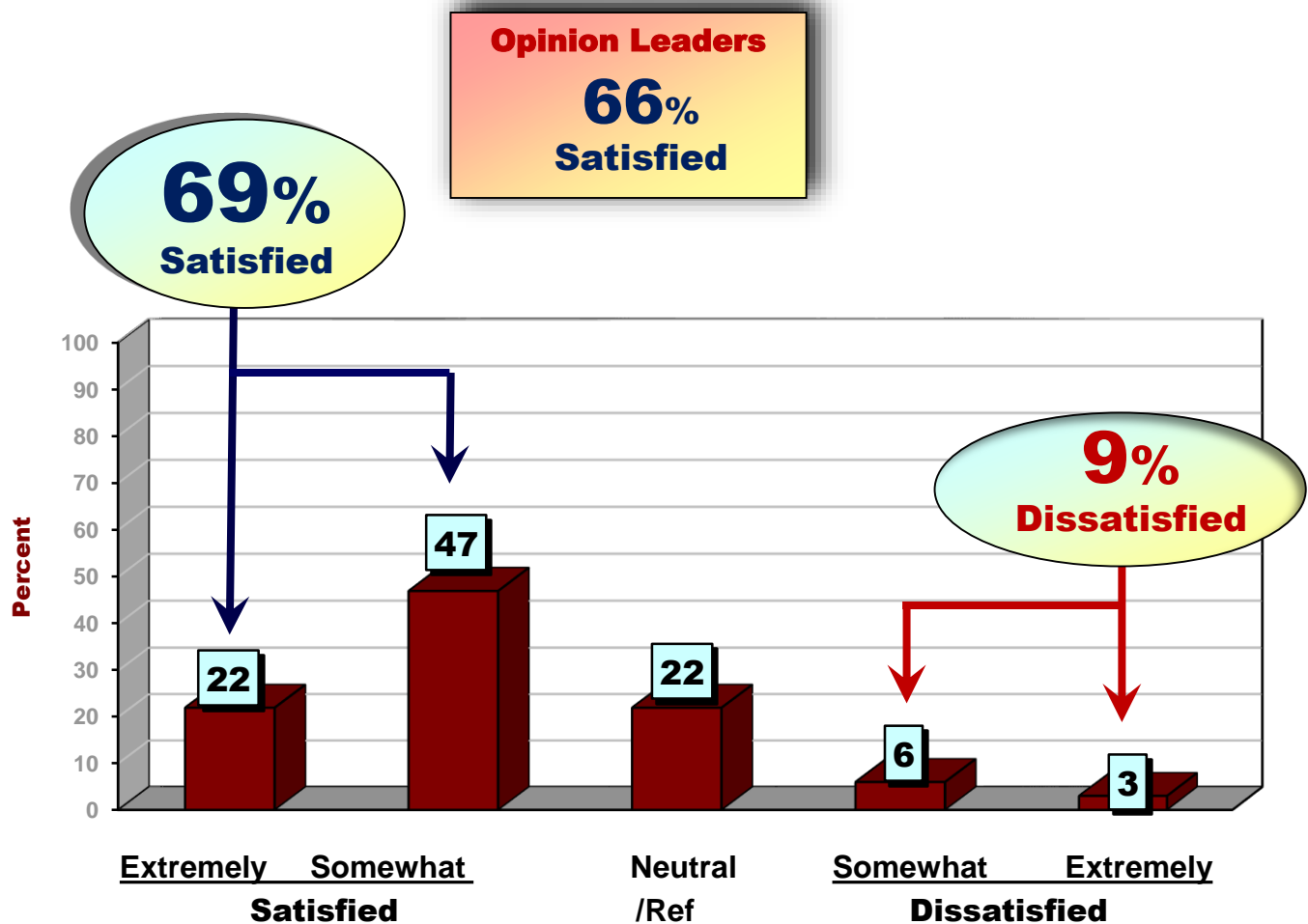
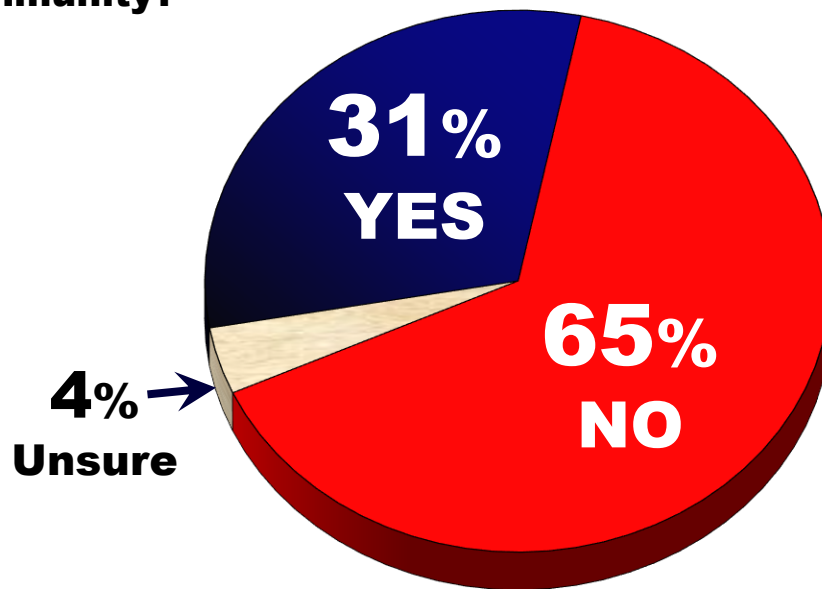


Figure 8
San Pablo Community Survey
December 2019

Additional Services

Constituents would Like Included in 2019 Work Plan

Question 8.0: Are there any additional services that you would like the City to consider providing to residents throughout the community?



Additional Services

(Top 3, Rank-ordered)

	# times mentioned
Help for homeless	10
Better senior programs	7
More police coverage	6

(Refer to Questionnaire for entire list)

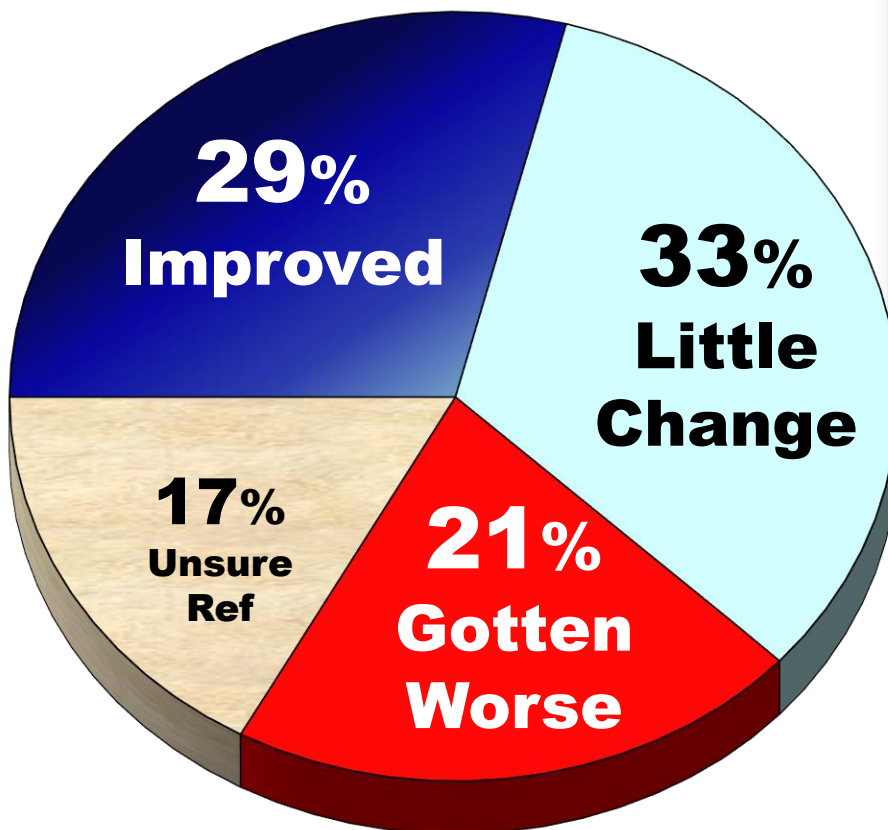


Figure 9
San Pablo Community Survey
December 2019

Has Crime in the City

IMPROVED (LESS CRIME), GOTTEN WORSE, OR NO CHANGE?

Question 9.0: Public safety is, without question, one of the top concerns among residents in any community, San Pablo is no exception. In your opinion, has CRIME in San Pablo...



Opinion Leaders

40%

Improved

17%

Gotten worse

26%

Little change



Figure 10
San Pablo Community Survey
December 2019

Should the City... Invest in New Technologies to Enhance Public Safety?

Question 10.0: San Pablo City Council has invested thousands of dollars into a new City-wide camera surveillance technology, body worn cameras, and new DRONE technology for its Police Department, which has assisted in reducing violent crime substantially, increased law enforcement accountability, and assisted police in solving crimes. Should the City continue to invest in new technologies to enhance public safety?

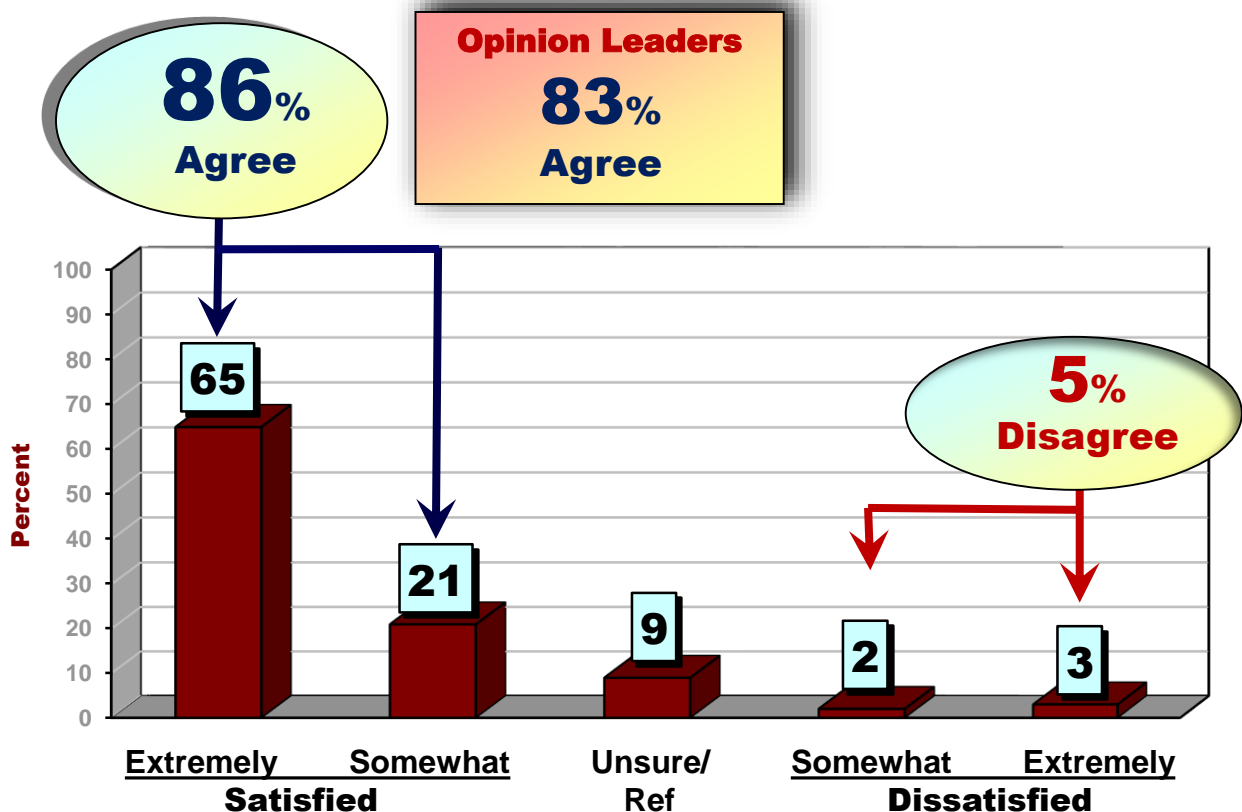


Figure 11
San Pablo Community Survey
December 2019

Do You Support... **Construction & Development** of New Police Department & Regional Law Enforcement Training Center?

Question 11.0: Do you support the construction and development of a new Police Department, combined with a Regional Law Enforcement Training Center?

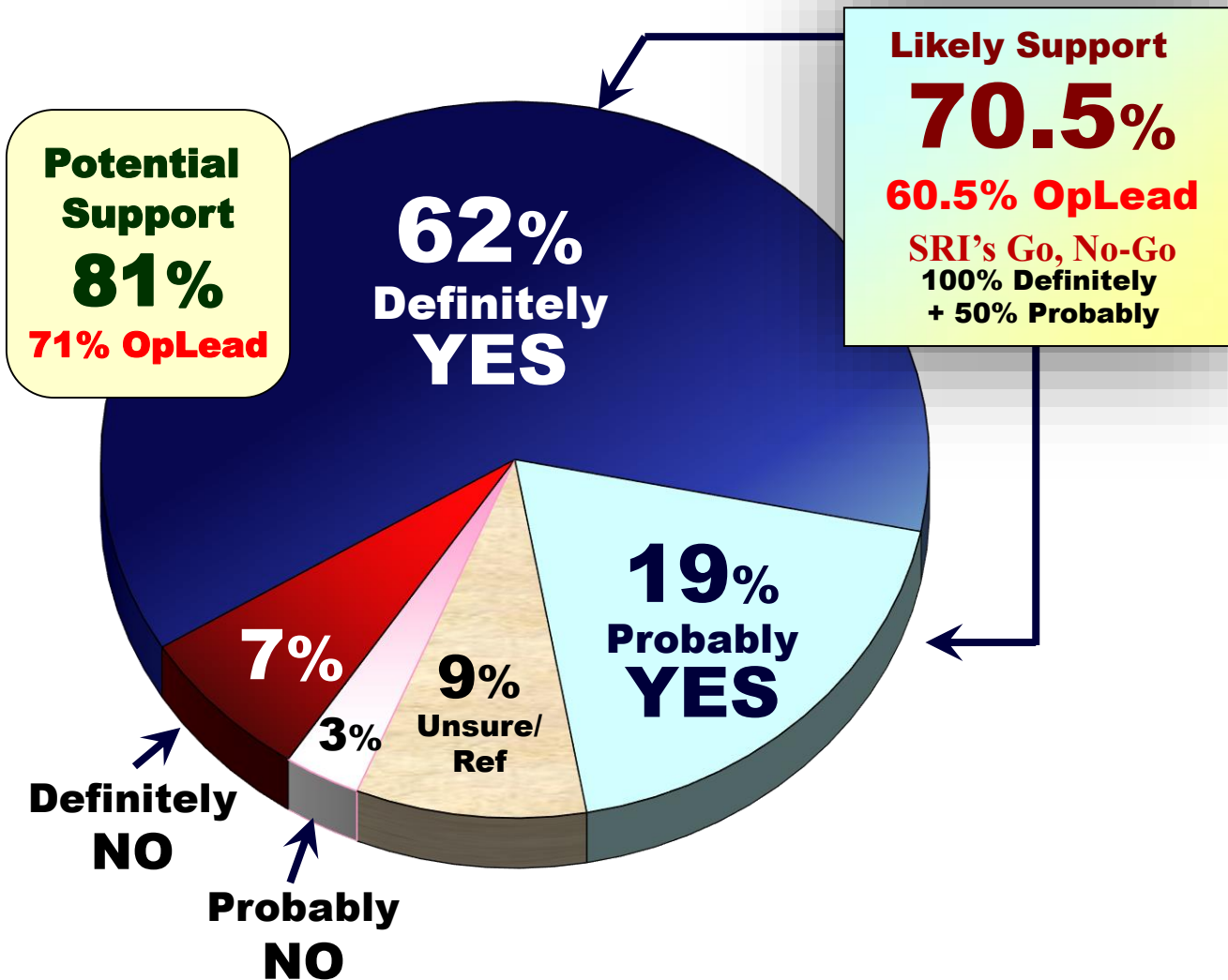


Figure 12
San Pablo Community Survey
December 2019

Keep or Eliminate the Following Community Policing Programs (Rank-ordered)

Question 11.0: The San Pablo Police Department has a number of community policing programs to help combat crime, divert youth from at-risk behaviors, encourage police engagement, and improve crime reporting. Should these be kept or eliminated?

Community Policing Program	Keep	Eliminate
Q12.4 Neighborhood Watch Programs	90%	3%
Q12.3 Youth At-Risk Programs	89%	2%
Q12.1 School Resource Officers	84%	6%
Q12.7 Police Cadet Program	84%	1%
Q12.5 Business Crime Prevention Program	80%	5%
Q12.8 Police Explorers Program	68%	5%
Q12.2 San Pablo Police Citizen Academy	67%	8%
Q12.6 Loving Solutions	64%	4%



Figure 13A
San Pablo Community Survey
December 2019

Have You Heard of... Fiber Optics or Municipal Broadband?

Question 13.1 Before this telephone interview, had you heard of fiber optics or Municipal Broadband?

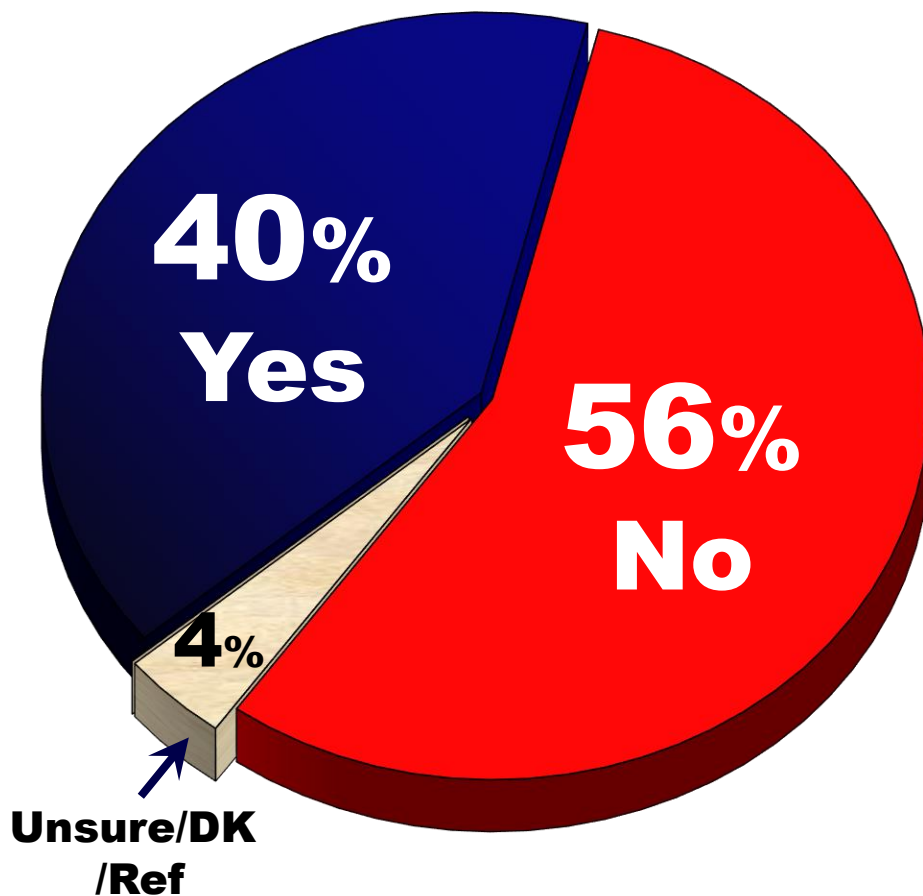


Figure 13B
San Pablo Community Survey
December 2019

Likely 'Take Rate' for FTTH

Question 12.2: Based upon the description I just gave you for a City-owned, public Municipal Broadband fiber optics network AND a future City-wide 5G public wireless network, how likely is it that you will SWITCH from your present provider of Internet services (including your television, internet and perhaps telephone), specifically Comcast Cable or AT&T when it is made available to you through the City of San Pablo?

Likely Take Rate Today

Minimum Take Rate	Likely Take Rate	Potential Take Rate
52%	60.5% to 64%	69%
100% of Highly Likely To Switch	100% of Highly Likely Plus 50% to 70% of Somewhat Likely to Switch	100% of Highly Likely Plus 100% of Somewhat Likely to Switch

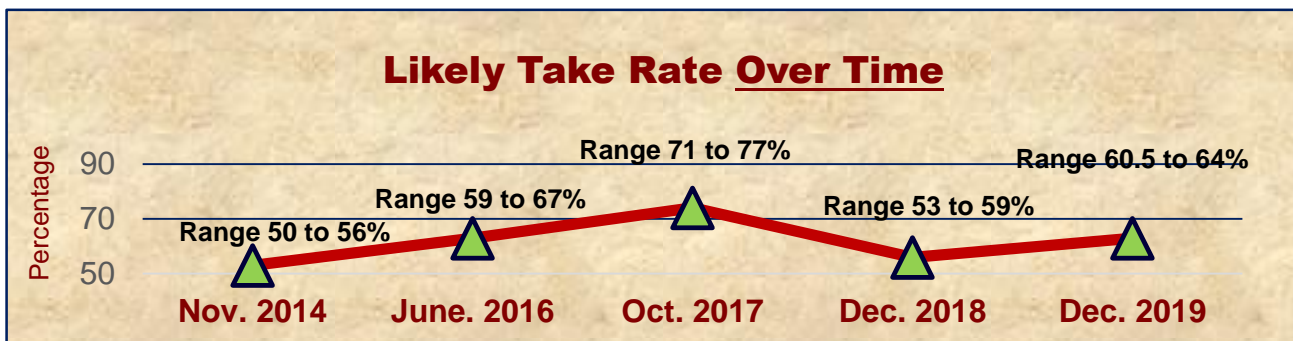


Figure 14A
San Pablo Community Survey
December 2019

Support for...
Changing the Positions of
City Clerk & City Treasurer
from Elected to Appointed Positions?

Question 14.1: Would you vote YES or NO on a Measure asking voters to authorize changing the positions of City Clerk and City Treasurer from an ELECTED to an APPOINTED position/

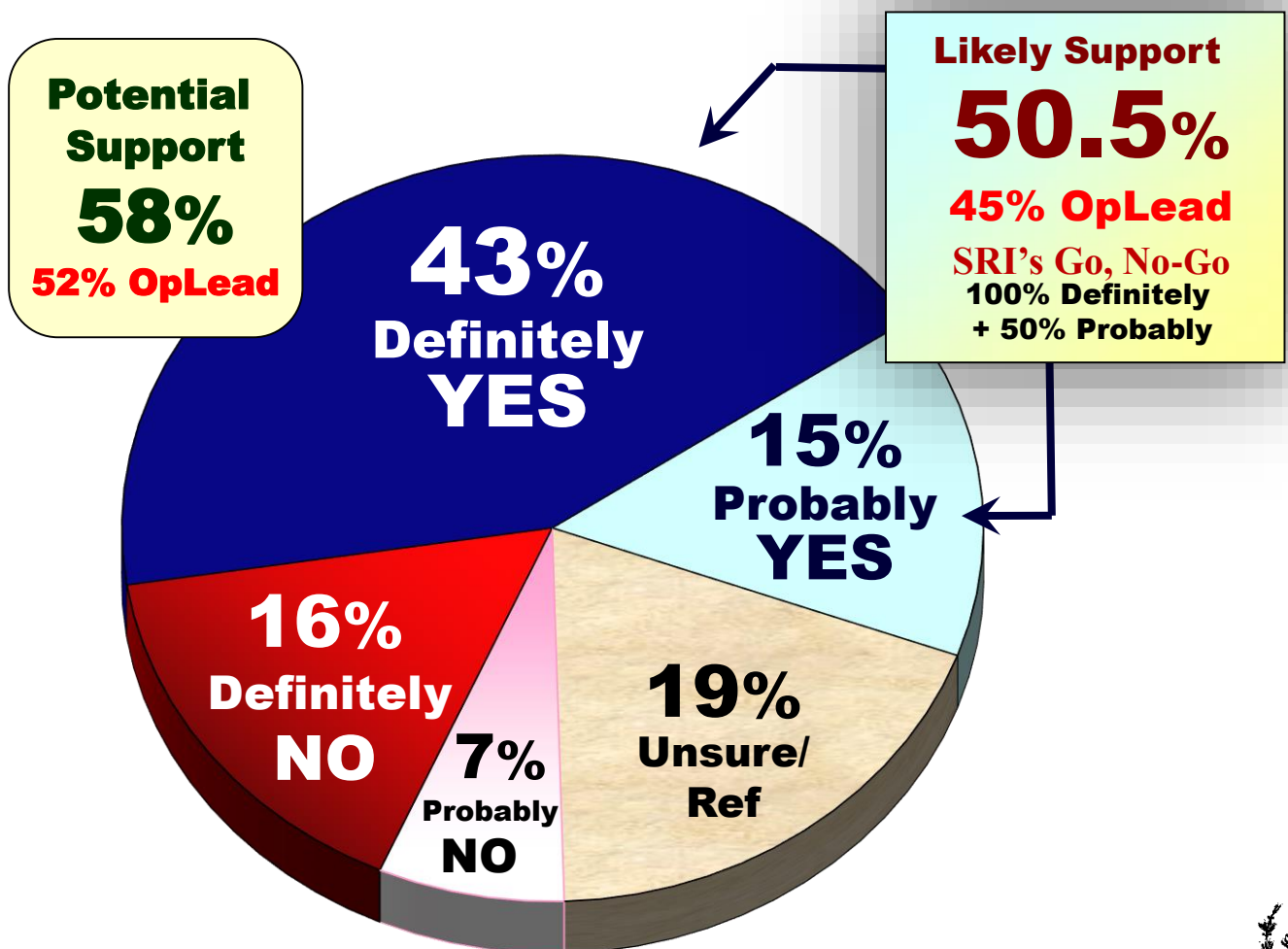


Figure 14B
San Pablo Community Survey
December 2019

Support for... **Only Changing City Clerk** from Elected to Appointed Position?

Question 15.0: Whether you would vote YES or NO on changing BOTH the City Clerk's and City Treasurer's position from elected to appointed by City Council, would you vote YES or NO on **ONLY** changing the City Clerk from an elected position to being appointed by City Council?

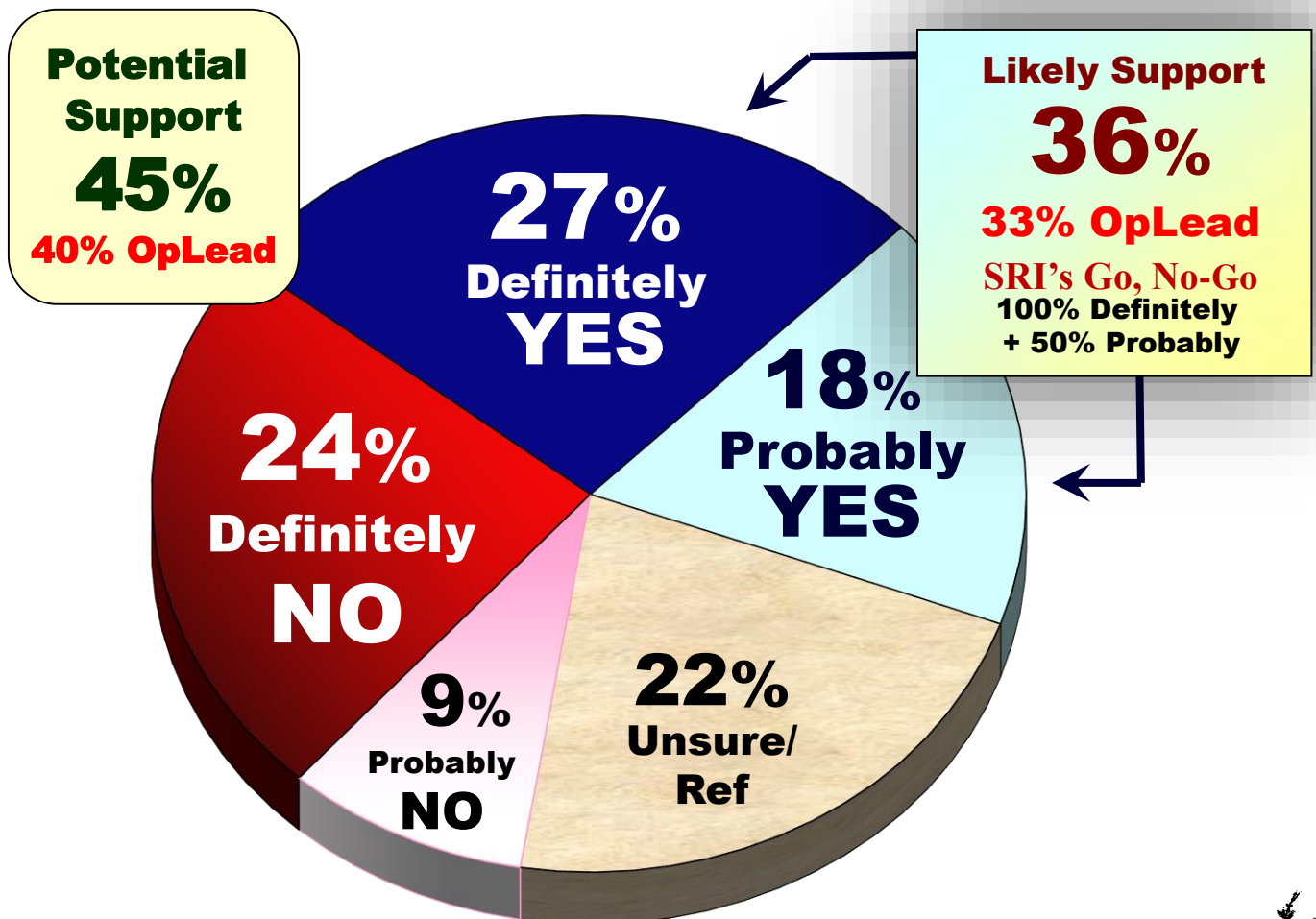
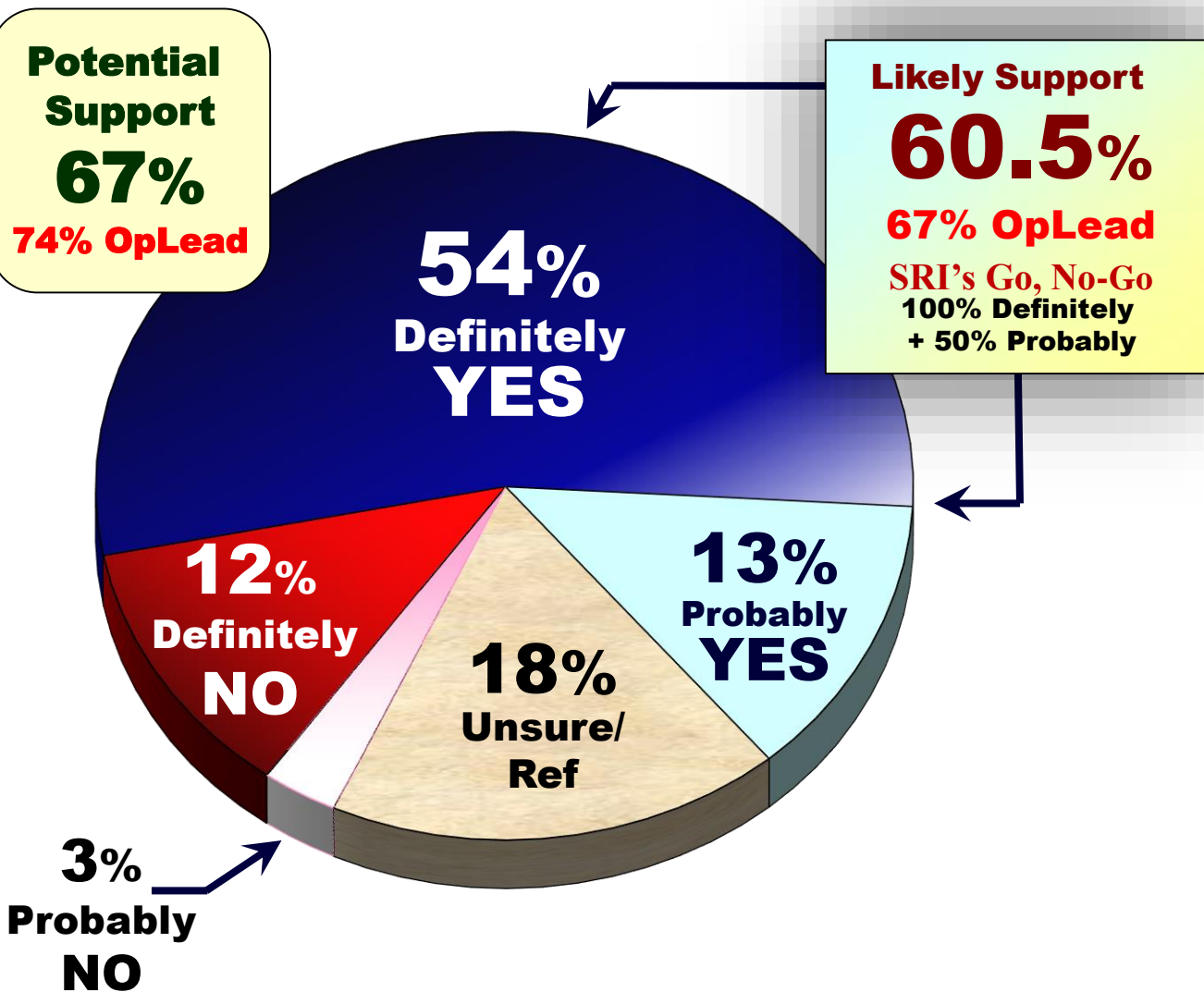


Figure 15
San Pablo Community Survey
December 2019

Voter Support for Renewal of **Measure Q**

Before Arguments

Question 16.0: If authorized by voters, this revenue stream will begin with a half-cent sales tax that would remain in place for five years; then be cut in half to a quarter-cent for the next five years, then terminate.



Net Shift

Due to Arguments Tested

**Net
Shift**

Arguments For/Against Proposed Measure

17.2 Most of the sales tax currently collected in San Pablo goes to the State of California for State legislators to use as they see fit; however, 100% of the money generated in this sales tax will stay in San Pablo and be used to BENEFIT San Pablo residents? **+5.8%**

17.4 Accountability will be assured by requiring independent citizen's' oversight, financial audits, and yearly reports to the community regarding how these funds are being spent. **+2.8%**

17.1 A sales tax is one of the few mechanisms that brings money from outside the community into San Pablo, when visitors to the City frequent local restaurants, buy gas for their automobile, and/or shop at local stores. **+1.5%**

17.5 Taxes are already too high. I would never vote for a tax of any kind. **-.5%**

17.3 City officials **CANNOT** be trusted to spend our tax dollars the way they promise, so why would we give them more money? **-2.5%**



Figure 16B
San Pablo Community Survey
December 2019

Arguments for/against Renewal of Measure Q...

Brings Money from OUTSIDE the City to **BENEFIT San Pablo Residents**

Question 17.1 A sales tax is one of the few mechanisms that brings money from outside the community into San Pablo, when visitors to the City frequent local restaurants, buy gas for their automobile, and/or shop at local stores.

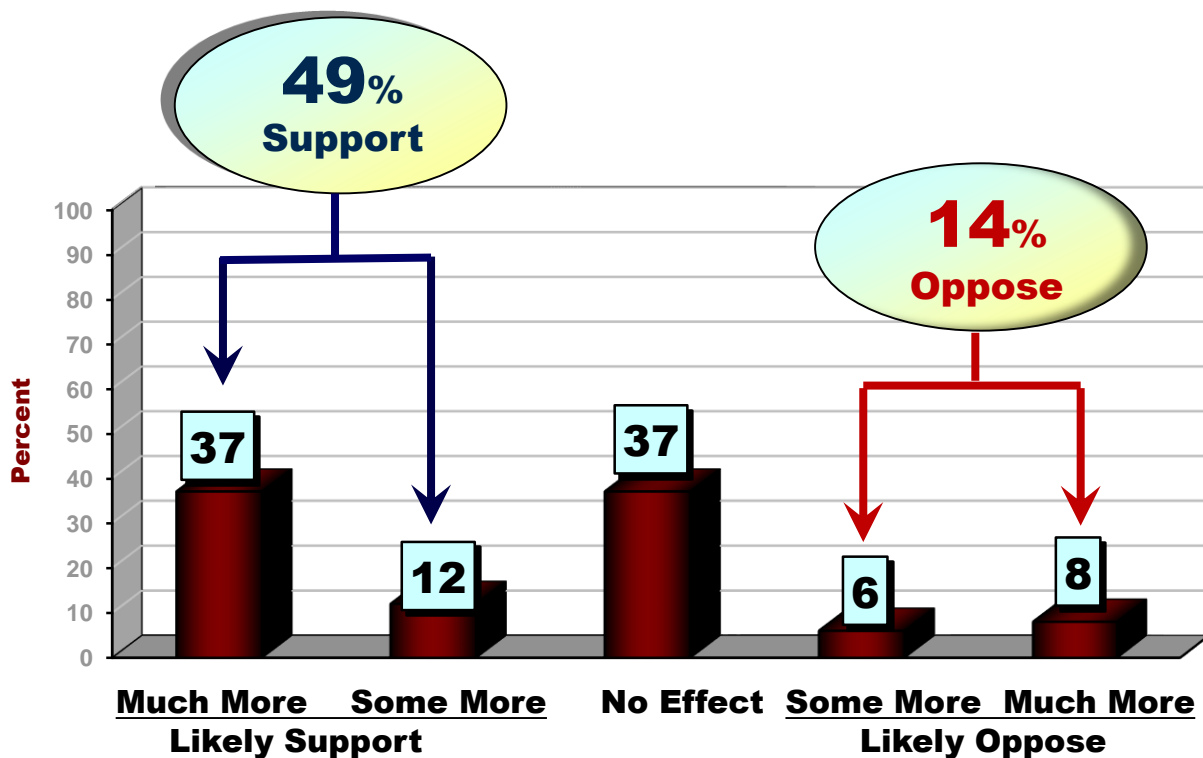


Figure 16C
San Pablo Community Survey
December 2019

Arguments for/against Renewal of Measure Q...

100% of the Money Generated Will STAY in San Pablo

Question 17.2 Most of the sales tax currently collected in San Pablo goes to the State of California for State legislators to use as they see fit; however, 100% of the money generated in this sales tax will stay in San Pablo and be used to Benefit San Pablo residents.

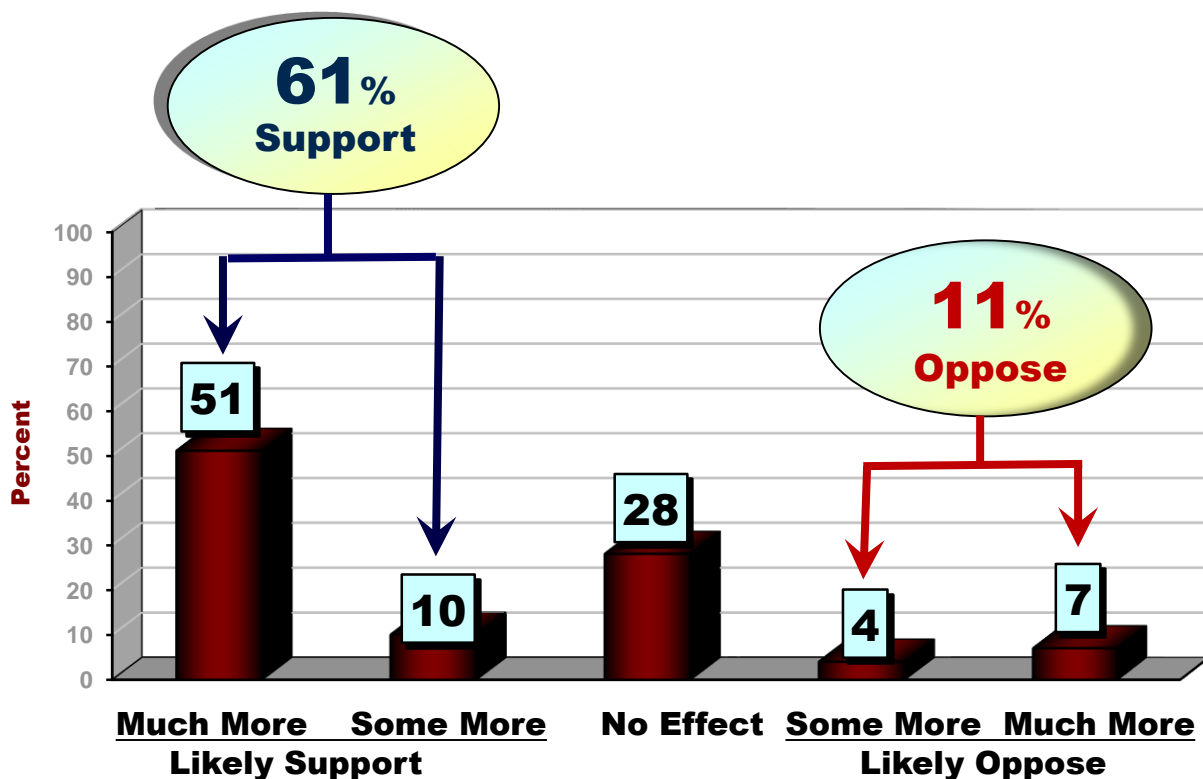


Figure 16D
San Pablo Community Survey
December 2019

Arguments for/against Renewal of Measure Q...

City Officials **CANNOT** Be Trusted to Spend Tax Dollars as Promised

Question 17.3 City officials **CANNOT** be trusted to spend our tax dollars the way they promise, so why would we give them more money?

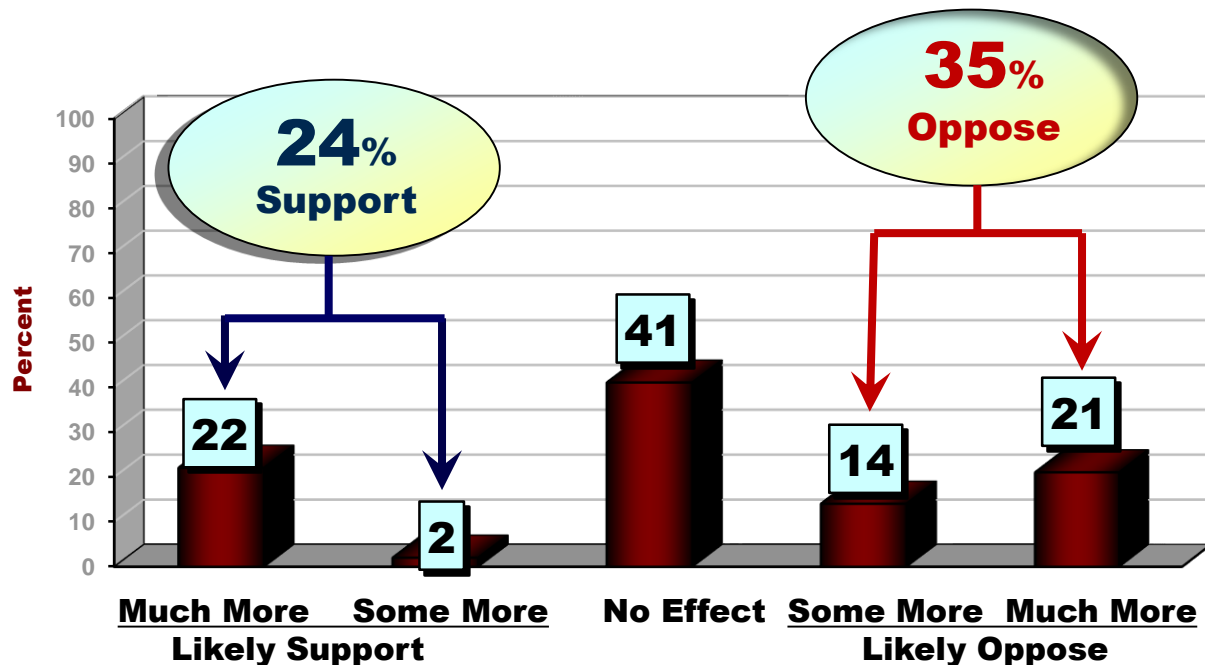


Figure 16E
San Pablo Community Survey
December 2019

Arguments for/against Renewal of Measure Q...

Citizens Oversight will Ensure **Accountability**

Question 17.4 Accountability will be assured by requiring independent citizen's' oversight, financial audits, and yearly reports to the community regarding how these funds are being spent.

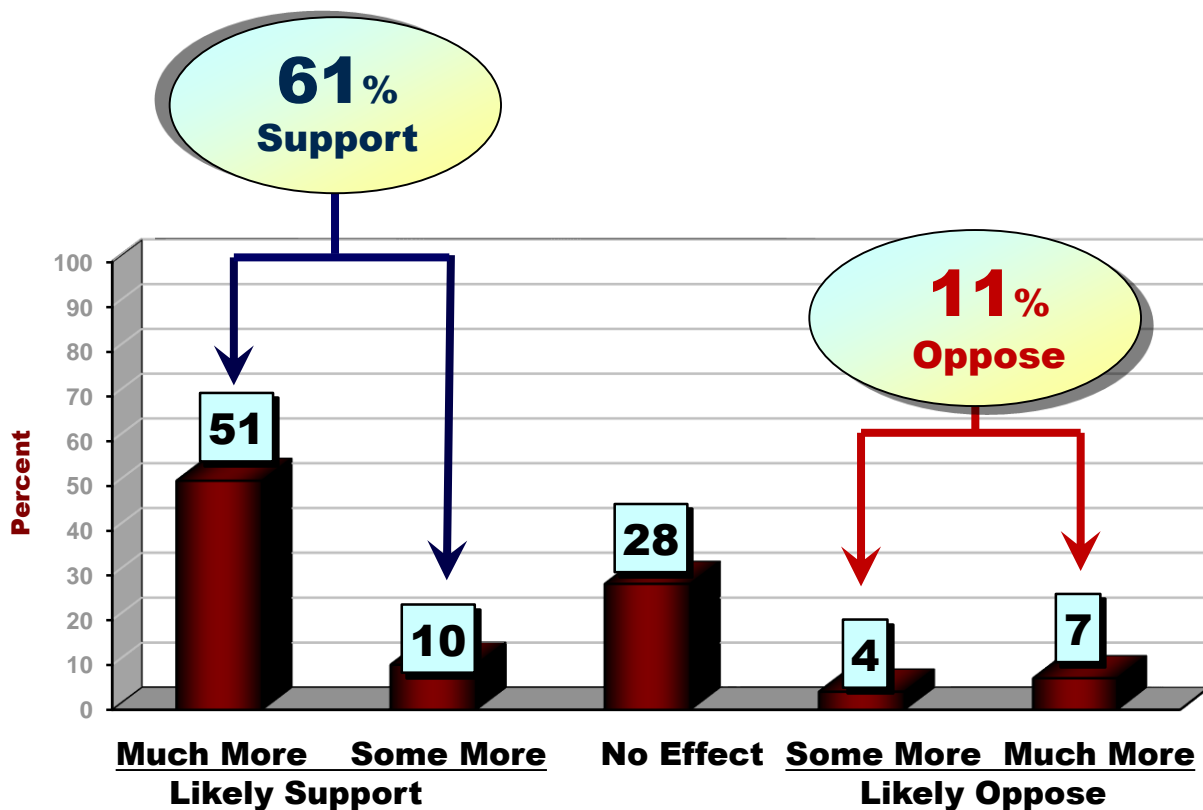


Figure 16F
San Pablo Community Survey
December 2019

Arguments for/against Renewal of Measure Q...

Taxes are Already TOO High

Question 17.5 Taxes are already too high. I would never vote for a tax of any kind.

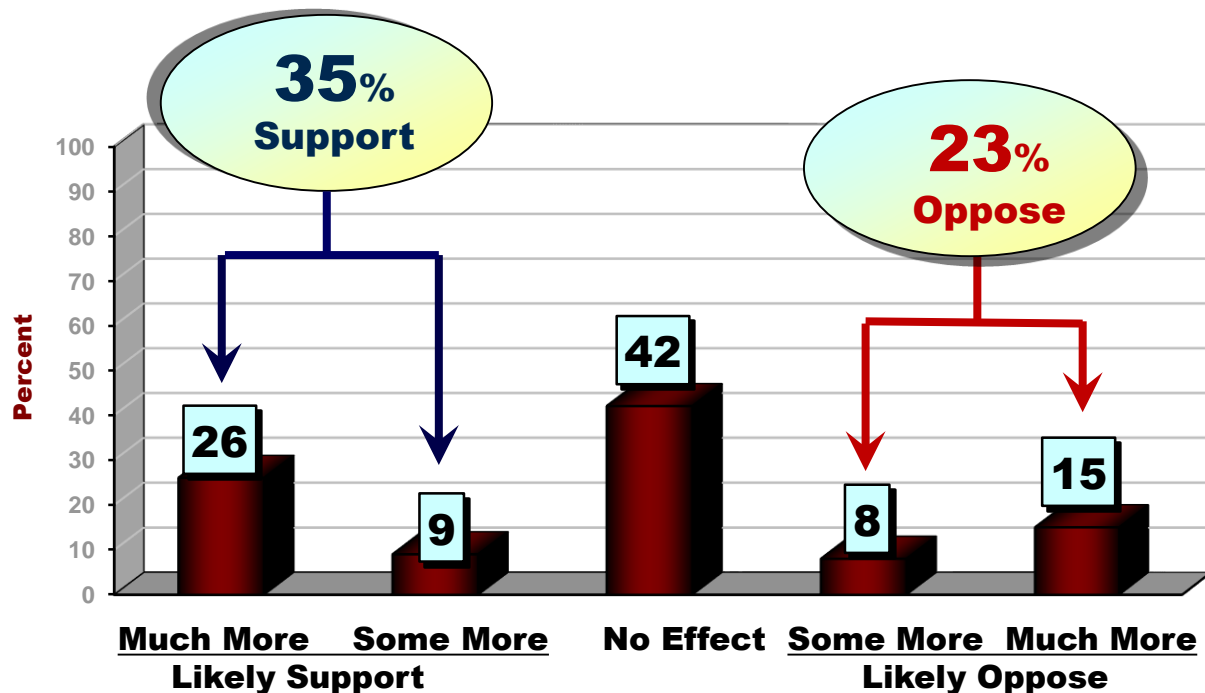
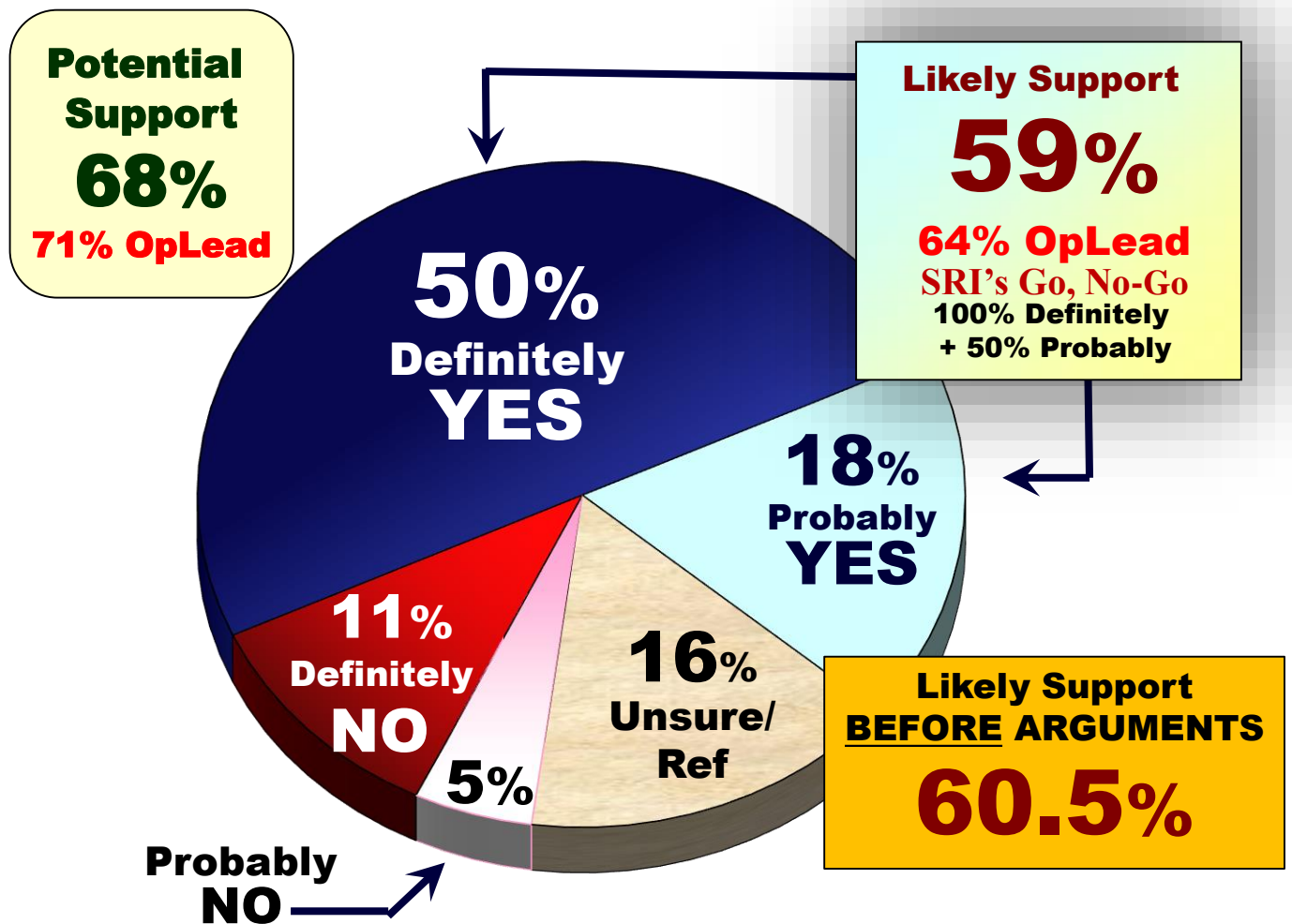


Figure 17
San Pablo Community Survey
December 2019

Voter Support for Extension of Measure Q **After Arguments**



Thank You



*We'll be pleased to
Take Questions Now*



Figure 18A
San Pablo Community Survey
December 2019

Demographics of Survey Respondents

Length of Residency

0 to 5 years	26%
6 to 10	17%
11 to 25	29%
Over 25 years	27%
Refused	21%

Age

18 to 30	21%
31 to 40	19%
41 to 50	14%
51 to 65	24%
Over 65 years	21%
Refused	1%

Household Income

Under \$25,000	15%
\$25,001 to \$50,000	17%
\$50,001 to \$75,000	20%
\$75,001 to \$100,000	13%
Over \$100,000	17%
Refused	18%

Ideology

Liberal	27%
Progressive	14%
Moderate	27%
Conservative	15%
Refused	17%

Home Ownership

Own	62%
Rent	35%
Refused	3%

Education

Less than High School	2%
High School/Trade School	21%
Some College	33%
College Graduate	29%
Graduate/Prof. School	15%

Ethnicity

Caucasian	33%
Hispanic/Latino	28%
African American/Black	17%
Native American/Alaskan	0%
Native Hawaiian & other Pacific Islander	2%
Asian	11%
Other	9%

Gender

Male	43%
Female	57%



Figure 18B
San Pablo Community Survey
December 2019

Demographics of Survey Respondents

School Aged Children

None	70%
One	12%
Two	8%
Three or more	8%
Refused	2%

Area of Residence

East I80/San Pablo Hills	14%
Old Town	10%
N San Pablo, Leroy Heights	
Contra Costa College	44%
West I80, Casino Hospital	
Area, City Hall	27%
Refused	5%

Registered to Vote

Yes	94%
No	6%

Party ID

Democrat	53%
Republican	6%
Independent	18%
Other	16%
Refused	7%

